





### MARLENE DIETRICH in "THE SCARLET EMPRESS"



Directed by Josef von Sternberg

A PARAMOUNT PICTURE

# What a FOOL She is!



The time she spends arranging flowers! But she never seems to have a minute for her teeth and gums...and she has "Pink Tooth Brush"!

This young woman would feel nothing short of disgraced if her guests were to discover a "thrown-together" bouquet or some faded blossoms or clashing colors!

Yet it has never dawned upon her that dingy teeth detract from her own charm far more than a careless bouquet can detract from the loveliness of her rooms!

It isn't that she doesn't brush her teeth. She does! But she doesn't know that weak, tender gums need attention just as surely as teeth need cleaning.

Dental authorities today are laying more and more emphasis upon massage of the gums. Why? Because today's foods are soft and creamy. They give so little stimulation to the gums that the tissues become flabby. You have probably noticed a certain amount of tenderness where your own gums are concerned. This is a warning. And if your gums actually bleed a little (a condition called "pink tooth brush")—the warning is even clearer.

Clean your teeth with Ipana. Put a

little more Ipana on your brush or fingertip, and massage it lightly into your inactive gums.

Your dentist will tell you why. He will tell you about the ziratol in Ipana, which, with massage, aids in strengthening and toning the gums.

Don't neglect your gums! Keep them firm and healthy with Ipana and massage, and you will be in little danger of picking up Vincent's disease and gingivitis and pyorrhea. Your teeth will be safer. And they will look far more brilliant!

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Kindly send me a trial rube of IPANA TOOTH PASTE. Enclosed is a three-cent stamp to cover partly the cost of packing and mailing.

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### PHOTOPLAY

The World's Leading Motion Picture Publication

Vol. XLV No. 6

#### KATHRYN DOUGHERTY, Publisher

May, 1934



Winners of Photoplay Magazine Gold Medal for the best picture of the year

"HUMORESQUE"

"TOL'ABLE DAVID"

"ROBIN HOOD"

"THE COVERED WAGON"

"ABRAHAM LINCOLN"

"BEAU GESTE"

"7th HEAVEN"

"FOUR SONS"

"1929

"DISRAELI"

"930

"ALL QUIET ON THE WESTERN FRONT"

"1931

"CIMARRON"

"5932

"SMILIN' THROUGH"

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Published monthly by the PHOTOPLAY PUBLISHING Co.

Publishing Office, 919 N. Michigan Ave., Chicago, Ill. Editorial Offices, 221 W. 57th St., New York City
The International News Company, Ltd., Distributing Agents, 5 Bream's Building, London, England

KATHRYN DOUGHERTY, President and Treasurer

JOHN S. TUOMEY, Vice-President

EVELYN McEVILLY, Secretary

YEARLY SUBSCRIPTION: \$2.50 in the United States, its dependencies, Mexico and Cuba; \$3.50 Canada; \$3.50 for foreign countries. Remittances should be made by check, or postal or express money order. CAUTION—Do not subscribe through persons unknown to you.

Entered as second-class matter April 24, 1912, at the Postoffice at Chicago, Ill., under the Act of March 3, 1879.

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At fourteen, Greta soaped customers for this barber in his shop



Greta, modeling a 1920 riding habit as a Stockholm store employee

# GRETA GARBO anted to be a Tight Rope Walker

RETA GARBO is planning on making her home in her native Sweden. Many things prove this. She has bought a house in Stockholm and a large tract of land not far from that city, where she expects to build a country home. An architect friend is working on the interiors and designing the furnishings to suit her own likes. Her brother, Sven, is already busy buying oil paintings at auctions.

When Garbo was in Sweden, she was always on the lookout for a house which she could buy. She did find one, secluded,

but not distant from Blekingegatan 32, the place where she was born. It is an old farmhouse, and will give way to a palatial home where she may retire in complete comfort.

The house is located on a high spot, with a view that especially struck her fancy. At this time she is trying to buy the lot next to it, a beautiful garden, which was once owned by the Swedish king, Gustav III, about one hundred and fifty years ago.

Her friend, Svend Thoresen, chief architect and art director of one of the biggest department stores in Stockholm, has been in Hollywood making up the plans

under the personal supervision of Garbo. Some of the furnishings were finished before he left Sweden. And here is what Garbo is going to have:

The dining-room walls will be in oyster-colored wood and the furniture in Chippendale style. The private yacht of Mr. Edington, her former manager, has such walls, and there's where Garbo got the idea. A Hindu prince, so they say, has given her a couple of rare Persian rugs, and those she will have on her dining-room floor.

The Garbo bedroom will be just like the one she has in Hollywood. Big mirrors, a big bed, and many curtains about

the doors and windows. And the most important of all, lots of butterflies all over the place-her favorite ornaments.

Next to the bedroom will be the gymnasium with showers. Garbo loves cold showers.

Her study-room will look like a regular artist's studio. Lots of pictures on the walls and big pelts on the floors. The ceiling will have a great big window, with the sort of glass that nobody can look through, and which will afford the room ample softened sunlight. There will be six large armchairs, covered with turquoise blue leather. And the big surprise-she is

going to have many guest-rooms and a bar!

The servants will have a building all by themselves-she had enough trouble with a couple of snoopy Swedish servants in the same house in Hollywood. The kitchen will be on the basement floor, as the custom is in France.

Garbo is preparing to build her country estate just about an hour's auto ride from Stockholm. The place is called Dyvik and it was bought for Garbo through her brother, Sven, who usually handles her affairs in Sweden. It is located on a peninsula and covers forty-five square miles of land and forty-five

square miles of water. The beach itself is two miles long. There are wild moose and plenty of pheasants around, and the water is known to be a good place for fishing—a sport that Garbo loves.

Her neighbor will be none other than King Gustaf of Sweden himself. He'd be able to wave at his famous countrywoman from his window across the bay at Tullgarn, the king's summer home. The place has lots of chestnut and walnut trees and the climate is supposed to be so mild that she can pick roses until Christmas.

Here's probably what you have already suspected: the place

Greta, launched in Swedish movies as the buxom bathing beauty you see above, was a girl who thought up the "strangest things" to make her relatives worry

By Leonard Clairmont



Extra! Garbo to Hollywood! Stockholm papers front-paged the news



Today she is such an idol in Sweden kids carry huge Garbo dolls

is so hard to find and to get to, that there is no doubt that she will be left alone as much as she pleases. No roads lead to her country place yet, but one will be built in the near future. A lot of changes will take place on the virgin peninsula. Garbo will build a little harbor for her own speed boat, which will take her into Stockholm whenever she doesn't care to drive. It will take less time to get to the city by water.

Her close friend, Max Gumpel, who was sometimes talked about as the future husband of Greta Garbo, will build the chateau close to the waterline, with a beautiful view over Hastnasfjarden Lake.

Hastnasijarden Lake.

It was ten years ago that Greta Garbo made her first successful motion picture, "The Legend of Gosta Berling." The picture was in two parts. Celebrating the ten years, the Swedish Film Industry has once more released the picture, this time cut down to a regular feature length and synchronized with music and sound. In connection with the picture, the

Roda Kvarn Theater in Stockholm arranged a "Garbo Museum" in the lobby, which certainly proved a lure to the crowd. Pictures of Garbo from her birth to the Garbo of today were exhibited.

THE writer of this article has just finished something else in honor of Sweden's greatest actress. It is a short reel called "The Making of Greta Garbo." In it you will see the place where Garbo was born and raised, where she went to school, held her first jobs and where she made her début on the stage. The real thrill in this picture will be a scene with Garbo herself at the age of fifteen, the first time in her life that she ever posed in

front of a movie camera. Garbo in a riding habit of the year 1920. It's a scream!

During the making of this little picture, many interesting details have come to life.

First to be filmed was the old house where Garbo was born. A five story apartment house, built in the nineties. A gray

and sad looking house, indeed. Outside the house I met an old man. He said he was seventy-eight years old and had lived in the house more than twenty-seven years and remembered little "Keta" very well.

At first he wouldn't talk, but after taking him to a neighboring café and treating him to a couple of bottles of beer, he spoke his piece. He told me that "Keta," as Greta came to be known to the neighbors, was born in this particular house on September 18, 1905. She was named Greta Lovisa Gustafsson. Her father died at the

age of forty-eight and Greta was the apple of his eye.

The little man said he knew Greta when she was running around with pigtail braids. But little "Keta" didn't have many friends in her own neighborhood. She always seemed to run away to other neighborhoods and played

other neighborhoods and played with other children. So Greta Garbo hasn't changed much, after

Greta at the start of her film career.

She won success in

Sweden a mere ten

years ago

all.

When Greta was fourteen years old she got her first job—in a barber shop. Her job was to "soap" the customers, before the barber did the actual shaving. How would you like to have your face rubbed with soap and hot water by the great Garbo today?

This little barber shop was also filmed. What I found out was that Garbo later worked in another shop during the Saturday afternoon rush. Yes, she was

very ambitious.

Then Paul U. Bergström's Department Store was photographed. Here is where she worked at the age of fifteen. The employment manager, Mr. Lundgren, a most charming man, was interviewed. Garbo is his pet conversation and he is mighty proud of her. He

still guards her first employment card with his life, but was kind enough to let me take a peek at it. There it is stated that her salary was one hundred and twenty-five kronor a month, which would amount to about seven dollars a week. Not bad those days

Mr. Lundgren tells with pride how Miss Gustafsson soon



Garbo in Hollywood has become a personality to fascinate and mystify the world



### Garbo's girlhood is recalled by those who knew her



Greta Garbo's birthplace was this Stockholm apartment house. Arrow points to the very room. She is still remembered there as little "Keta" Gustafsson, with pigtail braids

became a very clever salesgirl in women's hats and coats. Here she posed for advertising moving pictures, and posed with hats for the store's catalogue. Here is where that sequence comes in, where she poses in a riding outfit in front of a big mirror.

Did you ever know that the first foreigners who got the chance to look at Garbo were the Japanese? Well, here's the story!

After making that advertising picture for Paul U. Bergström, she was offered some more work in that line. A grocery firm, which owns a lot of chain stores all over the country, wanted her to pose for a movie. So she posed in front of a big map of Sweden and one of Japan, together with the Japanese minister. This picture was exhibited in Tokio at the World's Fair of 1922.

Greta Garbo's uncle, David Gustafsson, is also in the cast of this little short. David is a taxidriver and a good one at that. He has his own cars.

David is full of fun, has a nice

little family and thinks a lot of Greta, even though Greta wouldn't visit him on her last trip to Sweden.

David Gustafsson used to be Santa Claus to little "Keta." Greta's parents were poor and it was always Uncle David she came to, when she was in need of a dime or two.

THE uncle at that time had no children of his own, so he found a pleasure in being good to Greta and her sister, Alva. Alva was two years older, and he says that he has never seen a more beautiful girl in all his life. Alva died after Garbo had become famous in Hollywood.

Mrs. Gustafsson remembers how Greta was fascinated by Carl Brisson, the matinée idol of Stockholm at that time. She would wait and wait for hours outside the stage door of Mosebacke Theater, just to catch a glimpse of him. Sometimes she would sleep with bunches of his pictures under her pillow at night! There was no man in the world who seemed to Greta to come up to this curly-headed athletic, goodlooking Dane.

Later, Brisson went to London, where he became one of the most popular and highest paid artists of stage and screen.

> Besides, he was a clever boxer and had fought many well-known fighters. Now that Carl Brisson is in Hollywood under contract to Paramount, I wonder what will come out of it.

> > [ PLEASE TURN TO PAGE 107 ]



David Gustafsson, her uncle, still drives taxis in Stockholm. A man full of fun and reminiscences, he tells of playing Santa Claus to Greta and her beautiful sister, Alva



Greta at fifteen, when she got a job in the department store. Beginning as a salesgirl, she was given opportunity to model, and thus got her first camera thrill

Where Greta Garbo's home is to be built. A secluded spot in a lovely area near Stockholm, she will have King Gustaf as a summer neighbor. An ideal retreat

### The Robinsons



AFTER a hard day on the set, Edward G. Robinson finds the den a pleasant place for relaxing. Maximum comfort was the important thing in choosing the furniture for this room. We don't know whether that barrel in the corner is empty. But it does make an attractive tray-stand

MR. and Mrs. Robinson and Edward, Jr., in their own front yard. Mrs. Robinson noticed this house in Beverly Hills, and hurried home to tell Eddie about it. He

went with her, and liked it so well he bought it that very day



Elmer Fryer

THE living room is one of the most colorful rooms in the house. The tinted walls, the light brocade upholsteries, the flowered drapes give it brightness and charm. Notice that there are only drapes and blinds at the windows, insuring all the sunshine possible

**BuyANewHouse** 



THE Chippendale influence gives the dining-room an air of graceful simplicity. The wide, sunny windows with leaded panes, the several bowls of cut flowers, and plants lend the room color and an atmosphere of charming informality

EDWARD G ROBINSON
has long been an enthusiastic collector of antiques.
When he purchased the house, he sent to New York for his fine collection, which he had been keeping in storage there. One of the choicest pieces is this grandfather's clock, equipped with a beautiful set of chimes



THE bedroom is very light and delicately colored. Walls are pastel tinted. The coverlets on the twin beds are of quilted satin. An all-over carpet, matching the walls, covers the floor. The curtains are of white net, and gracefully draped and ruffled









#### HOLLYWOOD FASHIONS

heresponsored by PHOTO-PLAY Magazine and worn by famous stars in latest motion pictures, now may be secured for your own wardrobe from leading department and ready-towear stores in many localities. . . . Faithful copies of these smartly styled and moderately-priced garments, of which those shown in this issue of PHOTOPLAY are typical, are on display this month in the stores of representative merchants

- Seymour





PERFECT costume for spectator sportswear is this one, at left, worn by Irene Hervey in "Three on a Honeymoon." You can see Royer's clever hand in the white tunic coat with its unusual short sleeves and cutaway line. The brown silk dress beneath has a high collar of the white linen and fastens with a linen cord tie. Irene's smart hat is of stitched linen, too

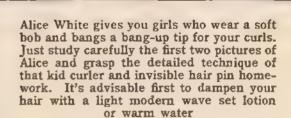
IT'S a casual little dress but a very useful one which Claire Irevor wears in "Wild Gold." It follows the classic shirtwaist frock type as designed by Royer, but it adds unique details in the yoke, frayed silk scarf and large mushroom-like wooden buttons. The silk is corded white on green and the braided belt with button buckle matches the brown silk scarf in color



## Hollywood Beauty Shop



All the beauty tricks of all the stars brought to you each month



The two lower pictures show you the effect that Alice gets from her home-made curls. And who could ask more? The most comfortable curling time is before you go out for the evening. Allow an hour for your toilette, and begin by doing up your hair. Then you won't have to sleep on bumps. An hour is ample drying and curling time

## What Color Hair





they all fell hard for henna, with the result that many a pure brunette or brown appeared closely related to the red-head.

Two years ago in Holly wood I saw enough golden blonde heads to make me dizzy. Every one seemed either a definite brunette or a golden blonde. At that time I felt that one nice, mousey brown might start a hair fashion all her own. But there weren't any mousey browns, so far as I could see.

Today, in Hollywood the golden blonde gives way to the so called ash blonde. But

"You're Telling Me" presents Adrienne Ames in a queenly coronet and we're telling you that it's stunning for evening. A middle part, waves over the ears, rolled ends at the back, a twisted coil over the crown of the head are the successive steps

AIR tone styles, like evebrows and make-up, change from time to time. You might think that a part of the human body as static as hair coloring would not come into the fashion cycle But that is not the case. And, strangely enough, the tones that come in and go out of vogue are artificial ones, as a rule. You never saw a dark brown or a chestnut trend. But we all remember the platinum vogue started by Jean Harlow, and which by no means confined itself to screen and stage. Big cities and little towns were represented by platinums. And if you can go back before the platinum, you will recall the henna wave. Blonde, brunette or in-between,



A lovely, pensive study of Loretta Young in "The House of Rothschild" gives another version of the coronet coiffure. Bangs shorten the contour of Loretta's face





When Ida Lupino arrived from England last summer, she was blonde like the picture at the right. For screen reasons, her hair has now been made brown, as shown at the left. A typical example of the magic of change that is Hollywood. How do you prefer Ida?

those words "ash blonde" need explanation, since the true ash blonde is about as rare as an albino. What Hollywood calls the ash blonde is really a more natural tone of blonde without the exaggerated golden glint. It is a tone that recalls many of our own heads when we were little girls and then were usually referred to as tow heads. This shade photographs remarkably well, is pleasing to the eye and natural looking when not overdone.

So much for Hollywood, which has set this style.

What about the rest of us, girls born blonde but whose hair has darkened, and girls with

## Now, Hollywood?

just a suspicion of light in their hair who'd feel much happier if they were definitely blonde? My mail is deluged with letters on this subject. There are just two courses open in this situation. Reconcile yourself to your hair as it is. It will be less expensive and less trouble. Or go to the best hairdresser in your city or town, and ask frank advice. You will be told whether your hair is the type or in condition to bleach satisfactorily. The hairdresser may even be able to tell you how to do this for your hair at home. If so, follow directions to the word.





An orchid to Heather Angel, who likes this perfect hair arrangement, and an orchid to Dennis Phillips who created it. As a matter of fact, it is called "The Orchid Coiffure." "Becoming to Heather Angel and girls of her type," is Phillips' comment

These things just don't go and any effort on our part will appear ridiculous.

As a general rule, your skin alone tells you whether or not you could be blonde with good effect. If your skin is fine and fair, the chances are in your favor, as they are also if you have a light golden skin. With almost every other type of skin blonde hair would be a mistake. So please think this over carefully, and don't take any foolish steps which you will later regret.

A word about Hollywood blondes is in order here. Has it ever occurred to you that many of your favorites sometimes change from brunette to blonde for purely business reasons? Light hair often photographs



Perfect simplicity is the keynote of this charming arrangement worn by Ann Sothern. The recipe is a middle part, softly curled ends and a dainty jeweled tiara

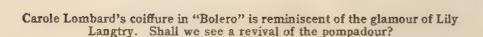
I think it is too bad for the natural blonde not to try to stay that way. With every year of life this type of hair has a tendency to darken. If you started out in life with blonde hair, then it is safe to assume that it would always be becoming. In spite of personal preference, we must agree that nature is a perfect alchemist when it comes to personal coloring harmony. If we keep more or less in our original plan, we are safe. Error comes only when we try to make blonde hair go with a true brunette skin or when we give this type of skin bright red hair. The same is true of the natural blonde who might want black hair.





A New York hairdresser designed this ideal coiffure for Marian Nixon. There is chic and much originality in that lift of curls at the left. A deep part and waveless top give full play to the soft curls that nestle at Marian's neck. A good style for many





better than dark. A certain type of rôle may require blonde hair. And so your star goes blonde. I have had many say to me that they did not like themselves light, and it was only for camera reasons that they had become so. So, you see, a star is not always blonde because she thinks it is lovely or smart, but because of business necessity.

I am most heartily in favor of rinses that brighten the hair. There are many of them and good ones, that put just a glint of henna or gold in your hair without ever changing its original color. They simply give you lovelier bair. Then there is the good old standby of lemon juice rinse, which is good for every color hair. I am told by an authority that this is the best way to use it. Squeeze the juice of half a lemon into a tumbler and add enough warm water to make the glass one third full. After you have shampooed and rinsed your bair well, apply the lemon juice and water, rubbing it well through your wet hair, then rinse very thoroughly. This cuts out the soap that often remains with the most careful rinsings and leaves your hair soft and shimmering with color. Most of the stars use either a finishing rinse of lemon juice or

Now let's turn the page over to Hollywood again and see just what's



Katharine Hepburn's unique halo is a strong invitation to many girls to do likewise. But do think twice and see "Spitfire" before you shear your locks in this fashion

This shot of Fay Wray from "Countess of Monte Cristo" confirms the future possibilities of the pompadour. It looks like more hair and hat worries!

going on there. Plenty, I should say from the pictures in these pages. You'll get a surprise, too, for even the trend in Hollywood is not always to make the brunette blonde. Sometimes the order is reversed, as the pictures of Ida Lupino show. Ida was the blondest blonde that you can imagine when she arrived in this country from England last summer. Corn color was just the word for her hair, and a light corn, at that. She has the eyes and skin of the pure blonde, too. But see what Hollywood has done to her. Ida now has brown hair, and her brows have been slightly broadened in harmony with the darker background. You can draw your own conclusions from the two pictures in this department. Ida is lovely either way.

Then there is the very unusual case of Fifi Dorsay, which I have mentioned at other times. Fifi is naturally an auburnish brown, but

[ PLEASE IT RN TO PAGE 90 ]

myself." And with that he took the exact center of the scene

They were all ready, now—The director called "Camera," and Ricky began—And just when he got to the big climax of the scene, I let out a big raspberry.

There's a lot of tomboy left in my old body

yet, I guess

Anyway, that fixed Mr Ricky for that day. I could bend over double yet, if it weren't for my rheamatism, at the dumb founded expression on Ricky's face when he heard that raspberry. Whe viece!

raspherry Whe viece?

But now of course, I wouldn't wait you to get any wrong ideas about us. I beir no ill will toward Ricky Arlen. He, no doubt, is a gentieman and a fair-enough actor for a youth.

I will admit he's a hands one lad, if you care for the pink-cheeked, bubble blowing type. And he's certainly a card with the ladies. You should see him with a certain well known blonde actress I could name.

WELL, at I can say is, young people didn't act that way in my time. I don't know what this younger generation is coming to It's beyond me

I may not, as I have said, bave the desting verve and youth of young Arlen, but my art has ripened and mellovel. In fact, I am polluted with melowness, as it were. My first blush of youth is over. Quietly, and I hope with telerance and understanding, I can retire at the end of my day's work to my little rocking chair (ok' tocking chair zot me), with my slippers and my pipe. And my memories,

And I can't tell you what a comfort comes to me, as I putter about my little garden, to realize that for all these dushing young juveniles the Ricky Arlens of the world, as it were—my public is still faithful to me And cling, even as Arliss' monocle to his eye

Taithfa, to the end, to one who has spent lis life giving entertainment to others Bringing laughs and tears to all. The one and only Baby LeR by of the screen

#### Greta Garbo Wanted to Be a Tight Rope Walker

CONTINUED FROM PAGE 30.

To 11m Greta Garbo's old grandmother is no easy task. If anyone thinks so-just try it

After I drawe sixty miles to Sparreholm she just samply refused to be limed. No chance with flowery language b ibes, or any thing else

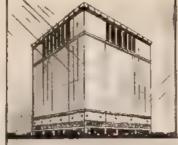
The old lady has already past the age of seventy six and is stal full of life and plinty of determination.

IN days gone by she lost patience with her granddaughter's eccentricities and has never seen her on the screen

Because she came from the city, she thought she was a regular city lady and didn't think much of my cooking," said the little grandmother. "Once she came out here to us to spend a few days, and I will never forget it.

She wanted to be a tight rope walker and tied ropes between the trees and had everybody on the place worried stiff.

"Yes, she would think up the strangest things, that girl "



# at The BROADWAYHollywood



## MisSimplicity\*... has the Fashion Critics' Rating of Four Stars

In the city that made the world figure conscious, MisSimplicity is first... as it is wherever women have a reputation for beauty. The mode, sketched from life at The Broadway-Hollywood, has a "Slide-away" front which prevents waistline breaks. The brassiere ends that cross diagonally in back, pull in the diaphragm, waist and abdomen. Of sain finished ballste, line e and Kendrick elastic.

\*Reg. U. S. Pat. Off To No. 155 (98)



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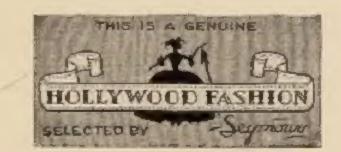
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919 North Michigan Avenue

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CLAIRE TREVOR



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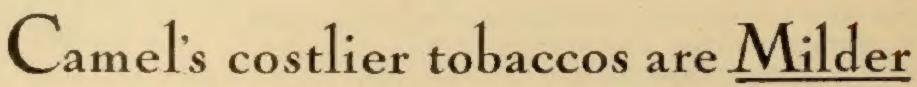
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